Index of Contents, Volume 9

Baranowski, Tom: Consumer Health Educators in Health Care Institutions in West Virginia 311-329

Baugh, Terry: *See* Parkinson, Rebecca S.

Beck, Robert N.: IBM's Plan for Life: Toward a Comprehensive Health Care Strategy 55-60 Spec

Becker, Marshall: *See* Dielman, T.E.

Brennan, Andrew J.J.: Health Promotion, Health Education and Prevention at Metropolitan Insurance Companies 49-54 Spec

Brennan, Andrew J.J.: Health Promotion: What's In It for Business and Industry? 9-19 Spec

Bruhn, John G. and Guy S. Parcel: Current Knowledge about the Health Behavior of Young Children: A Conference Summary 238-262

Bruhn, John G. and Guy S. Parcel: Preschool Health Education (PHEP): An Analysis of Baseline Data 116-129

Bush, Patricia J. and Frances R. Davidson: Medicines and "Drugs": What Do Children Think? 209-224

Carlaw, Raymond W. and Nina M. DiAngelis: Promoting Health and Preventing Disease—Some Thoughts for HMOs 81

Clark, Noreen: Preface 5-6 Spec

Coltin, Kathy L.: *See* Wilner, Susan

Davidson, Frances R.: *See* Bush, Patricia J.

Dawson, Leonard: *See* Steckler, Allan

Denniston, Robert W.: *See* Parkinson, Rebecca S.

DiAngelis, Nina M.: *See* Carlaw, Raymond W.

Dielman, T.E., Sharon Leech, Marshall H. Becker, Irwin M. Rosenstock and W.J. Horvath: Parental and Child Health Beliefs and Behaviors 156-173

Dunn, James P. *See* Parkinson, Rebecca S.

Farge, E.J.: *See* Gombeski, William R., Jr.

Fox, Daniel T.: *See* Jeffrey, D. Balfour

Gochman, David S.: Labels, Systems and Motives: Some Perspectives for Future Research and Programs 263-270

Gochman, David S., and Guy S. Parcel: Introduction 101-103

Gochman, David S. and Jean-Francois Saucier: Perceived Vulnerability in Children and Adolescents 142-155

Gombeski, William R., Jr., Amelie G. Ramirez, Judith A. Kautz, E.J. Farge, Thomas J. Moore and Frank J. Weaver: Communicating Health Information to Urban Mexican Americans: Sources of Health Information 293-310

Horvath, W.J.: *See* Dielman, T.E.

Howard, Donna M.: Health Education Needs Assessment in an HMO: A Case Study 23

Jeffrey, D. Balfour, Robert W. McLellarn and Daniel T. Fox: The Development of Children's Eating Habits: The Role of Television Commercials 174-191

Kalnins, Ilze and Rhoda Love: Children's Concepts of Health and Illness: Implications for Health Education 104-115

Karson, Stanley G.: A New Emphasis on Health Promotion: The Insurance Business 42-48 Spec

Kautz, Judith A.: *See* Gombeski, William R., Jr.

Kegeles, S. Stephen and Adrian K. Lund: Adolescents' Health Beliefs and Acceptance of Novel Preventive Dental Activity Replication

and Extension 192-208

Kristein, Marvin M.: The Economics of Health Promotion at the Worksite 27-36 Spec

Leech, Sharon: See Dielman, T.E.

Leifer, Benjamin H.: See Mullen, Patricia D.

Lewis, Charles E. and Mary Ann: Children's Health-Related Decision Making 225-237

Lewis, Frances M.: See Miller, Judith R.

Love, Rhoda: See Kalnins, Ilze

Lund, Adrian K.: See Kegeles, S. Stephen

McLellarn, Robert W.: See Jeffrey, D. Balfour

Merwin, Donald J.: Health Action in the Workplace: Complex Issues—No Simple Answers 73-82 Spec

Miller, Judith R. and Frances M. Lewis: Closing the Gap in Quality Assurance: A Tool for Evaluating Group Leaders 55-66

Moore, Thomas: See Gombeski, William R., Jr.

Mullen, Patricia D. and Benjamin H. Leifer: Promoting Employee Acceptance of a Consumer Bill of Rights in a Complex Medical Care Organization: A Case Study 3-22

Natapoff, Janet Nielson: A Developmental Analysis of Children's Ideas of Health 130-141

Novelli, William D. and Deborah Ziska: Health Promotion in the Workplace: An Overview 20-26 Spec

Parcel, Guy S.: See Bruhn, John G.

Parcel, Guy S.: See Gochman, David S.

Parkinson, Rebecca S., Robert W. Denniston, Terry Baugh, James P. Dunn and Terry L. Schwartz: Breast Cancer: Health Education in the Workplace 61-72 Spec

Ramirez, Amelie G.: See Gombeski, William R., Jr.

Roccella, Edward J.: Selected Roles of the Federal Government and Health Promotion/Disease Prevention Focus on the Work Setting 83-91 Spec

Rosenstock, Irwin M. See Dielman, T.E.

Saucier, Jean-Francois: See Gochman, David S.

Schoenbaum, Stephen C.: See Wilner, Susan

Schwartz, Terry L.: See Parkinson, Rebecca S.

Squyres, Wendy: The Professional Health Educator in HMOs: Implications for Training and Our Future in Medical Care 67-80

Steckler, Allan and Leonard Dawson: The Role of Health Education in Public Policy Development 275-292

Ware, Beverly: Health Education in Occupational Settings: History Has a Message 37-41 Spec

Weaver, Frank J.: See Gombeski, William R., Jr.

Wilner, Susan, Richard N. Winickoff, Stephen C. Schoenbaum and Kathy L. Coltin: The Role of Patient Interventions in Ambulatory Quality Assurance Programs 42

Winickoff, Richard N.: See Wilner, Susan

Wriston, Walter: Introduction 7-8 Spec

Zapka, Jane G. and Joyce A. Mamon: Integration of Theory, Practitioner Standards. Literature Findings, and Baseline Data: A Case Study in Planning Breast Self-Examination Education 330-355

Ziska, Deborah: See Novelli, William D.